

Rep Order# 6848480 Ver# 1 Status New
EC'd Yes

Traffic Order# 6848480

Printed: 08/30/2012 10:11 AM
Last Received: 08/30/2012 7:56 AM
Showing Buylines: All Lines

1 of 3

Station KTNV-TV LAS VEGAS, NV
Advertiser () .OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1687
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1687
Flight Dates 09/04/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER

CONTRACT TOTAL IS \$25,200

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	09/04-09/07	2	1	2	\$450.00	
	4	TU-F	9A-10A	THE MORNING BLEND	:30	\$175.00	09/04-09/07	2	1	2	\$350.00	
	5	TU-F	10A-11A	THE VIEW	:30	\$400.00	09/04-09/07	4	1	4	\$1,600.00	
	6	TU-F	11A-12P	MIDDAY NEWS	:30	\$200.00	09/04-09/07	2	1	2	\$400.00	
	7	TU-F	12P-1P	THE CHEW	:30	\$225.00	09/04-09/07	2	1	2	\$450.00	
	8	TU-F	330P-4P	AFTERNOON NEWS	:30	\$200.00	09/04-09/07	4	1	4	\$800.00	
	9	TU-F	4P-5P	JUDGE JUDY	:30	\$200.00	09/04-09/07	5	1	5	\$1,000.00	
	11	M	8P-10P	THE BACHELOR PAD	:30	\$3,000.00	09/10-09/17	1	2	2	\$6,000.00	
	13	TH	8P-9P	WIPEOUT	:30	\$1,500.00	09/06-09/06	1	1	1	\$1,500.00	
	15	SU	8P-9P	SECRET MILLIONAIRE	:30	\$1,750.00	09/09-09/09	1	1	1	\$1,750.00	
	16	M,W-F	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	09/10-09/14	3	1	3	\$675.00	

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Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	17	M	7A-9A	GOOD MORNING AMERICA	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	18	M,W-F	9A-10A	THE MORNING BLEND	:30	\$175.00	09/10-09/14	3	1	3	\$525.00	
	19	M	9A-10A	THE MORNING BLEND	:30	\$175.00	09/17-09/17	1	1	1	\$175.00	
	20	M,W-F	10A-11A	THE VIEW	:30	\$400.00	09/10-09/14	5	1	5	\$2,000.00	
	21	M	10A-11A	THE VIEW	:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
	22	M,W-F	11A-12P	MIDDAY NEWS	:30	\$200.00	09/10-09/14	3	1	3	\$600.00	
	23	M	11A-12P	MIDDAY NEWS	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	24	M,W-F	12P-1P	THE CHEW	:30	\$225.00	09/10-09/14	3	1	3	\$675.00	
	25	M	12P-1P	THE CHEW	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	26	M,W-F	330P-4P	AFTERNOON NEWS	:30	\$200.00	09/10-09/14	4	1	4	\$800.00	
	27	M	330P-4P	AFTERNOON NEWS	:30	\$200.00	09/17-09/17	2	1	2	\$400.00	
	28	M,W-F	4P-5P	JUDGE JUDY	:30	\$200.00	09/10-09/14	4	1	4	\$800.00	
	29	M	4P-5P	JUDGE JUDY	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	30	M	10P-11P	THE GLASS HOUSE	:30	\$1,750.00	09/10-09/10	1	1	1	\$1,750.00	
	31	F	9P-10P	PRIMETIME	:30	\$1,250.00	09/07-09/07	1	1	1	\$1,250.00	

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Report Totals: 60 / \$25,200.00

---SALES MONTHLY TOTALS---

Sep 12: 60 / \$25,200.00

Sales Totals: 60 / \$25,200.00

Station Totals: 60 / \$25,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$93,333	KBLR	0%	KLAS	28%	KSNV	12%	KTNV	27%	KTUD	0%
		KVCW	12%	KVMY	3%	KVVU	18%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE